



Vernon Township
3050 N. Main Street
Buffalo Grove, IL 60089

Daniel Didech, Supervisor

Request for Proposal (RFP)
Website Redevelopment, Design, Web Hosting, Rebranding,
and Implementation of the Vernon Township Website

Issued: May 31, 2017

Proposal Due Date: July 6, 2017

I. Objective

Vernon Township ("Township") is seeking the services of a qualified and responsible website Vendor ("Vendor") to redesign, develop, and implement a new Township website. The Township is looking to create a state of the art, user friendly, and visually engaging website that will utilize the latest advances and technology in website design and functionality. This project will involve utilizing current information on the existing website as well as the development and implementation of new information, service, and features as suggested by the Township and the Vendor selected. The new website will provide easy access to Township services, be adaptable to current and changing technology, provide content management capability for Township staff and be used as a public communications tool. The Township is also seeking a comprehensive rebranding to modernize the Township's public presence. The project will also provide for training on the operation and function of all aspects of the website to a designated group of employees from the Township. The Township's current website is located at: www.vernontownship.com

II. Community Profile

Vernon Township, Illinois is located on the southern border of Lake County. The Township has a land area of approximately 36 square miles and a 2015 population of 67,649.

III. Intent of this RFP

This Request for Proposals (RFP) is intended to provide Web Design Vendors with a common, uniform set of instructions to assist them in the development of their proposals and to provide a uniform method for the Township to fairly evaluate proposals and subsequently select a Vendor to provide the system.

This RFP provides minimum specifications and key features for functional requirements related to organizational objectives, information on applications, number of users, and transaction volumes. Vendors are invited to propose a solution(s) that may include additional specifications will effectively and efficiently achieve or surpass our objectives and provide for future growth. If the additional specifications are included, the price should be provided as an alternative with the price as specified.

The Township assumes no responsibility for conclusions or interpretations derived from technical and background information presented in this RFP, or otherwise distributed or made available during this process. In addition, the Township will not be bound by or be responsible for any explanation, interpretation or conclusions of this RFP or any documents provided by the Township other than those given in writing by the Township through the issuance of addenda. In no event may a Vendor rely on any oral statement by the Township or its' agents, advisors or consultants. It is the full responsibility of the Vendor to thoroughly investigate the needs/requirements of the Township not necessarily assumed in this RFP and to propose the most comprehensive website

design to most efficiently meet the needs/requirements of the Township. The Township reserves the right to reject any or all proposals, to waive informalities, and to determine the best overall proposal based on evaluation criteria and the best interests of Vernon Township.

IV. Primary Goals of the website

The Township's existing Internet website was established and is maintained by a Township staff person using Everweb. The site is hosted by Verio.com and contains information on the following: the Township Assessor, Clerk, Highway Department, and Elected Officials; Township departments including services, programs, contact information; financial information, meeting agendas, minutes; public information including youth and senior services and programs.

The primary goals of the new website includes, but is not limited to the following:

- Visually appealing, custom design, substantially similar in look and style of the government website utah.gov;
- Provide easy access to public information and services;
- Easy to update and maintain;
- Provide accurate, timely, and current information to the residents, businesses, and visitors to Vernon Township;
- Promote the Vernon Township programs and services;
- Allow for e-commerce and online registration for programs, classes, and fees, including potential integration with the program management software "RecTrac" by Vermont Systems or other software program determined by the Township;
- Provide public education where appropriate;
- The ability for the Township to efficiently post employment opportunities and job applications;
- The ability for the Township to fully integrate and publish content to and from major social media platforms;
- Provide simple electronic access to public services and offer an alternative means to distribute communications from the Township including an e-communication module to send email and text messages.

V. Scope and Purpose

1. The goal for web-based services is to utilize electronic technologies to deliver interactive government services. The Township is looking for a Vendor that is capable of the following:
 - a. Expanding and Improving the existing Township site by creating a structure that incorporates the best aspects of the current site, and allows for additional content and function in the future. The finished design should be visually appealing and significantly similar to utah.gov.
 - b. Reorganize the navigation to reflect varied audience interests.
 - c. Restructure the site's functionality in order to make updating content by multiple users within the Township efficient and manageable and provide training to staff for updating.
 - d. Design the site to support e-commerce transaction such as on-line payments, including, but not limited to, program registration via "RecTrac", on-line forms and application, and a variety of other activities.
2. The Township requests the following specific components to be available for the site:
 - a. Migration of information and forms from the existing Township website to the new site.
 - b. Menu system that is easy to navigate for locating information on the site and the ability to easily create new menus or move/change the location of menus.
 - c. Search function for finding information on the web site.
 - d. Township staff directory with contact information.
 - e. Interactive Calendar of Events. Ability to display month view, list view, week view, and feature special events.
 - f. Ability to prominently post important news on the front page.
 - g. The ability for users to make payments online.
 - h. Fillable PDF forms to be created and/or customized by staff for public use with the ability to submit on-line to staff according to topic. These topics

- include, but are not limited to, freedom of information requests, vehicle sticker applications, parking permits, program registrations, job applications, and a notification system for citizens to submit problems and concerns to Township staff and elected officials.
- i. The ability to create automated surveys that can be completed on-line and submitted electronically. Data submitted electronically must be in a format that can be easily downloaded to a Microsoft Excel or similar file.
 - j. Mechanism for posting and archiving agendas, minutes, agenda packets, budgets, audit reports, RFP's, bid documents, contracts, and other items required of the Township by Illinois Statute or Administrative Code.
 - k. Ability to allow citizens to sign up for and receive automatic notifications from specific areas of Township services including meeting agendas, meeting minutes, Township news, Township alerts, emergency information, and notice of bids and RFP's for requested information such as Township Board agendas, newsletters, etc.
 - l. Ability to provide a frequently asked question sections for the various Township departments, services, and programs.
 - m. Included interactive maps, GPS guidance, and/or directions to township locations
 - n. Provide an easy to use Content Management System (CMS).
 - o. Easily accessible document center with unlimited levels of folders for centralized storage of any kind of file and archive center for historical documents and photos.
 - p. Ability for the site to be easily updated via the internet (with login and password).
 - q. Ability to provide specific permissions for authorized Township staff to manage specific areas of content, not design. This will include adding links to internal and external pages. No coding should be required when updating and maintaining website content. "Drag and drop" content management solutions are preferred.
 - r. Security to protect the website and prevent alteration by unauthorized parties.
 - s. Security relative to spy ware, cookies, pop-ups, etc.
 - t. The website to be ADA compliant (section 508)
 - u. Language translation available for all text throughout the website.

3. Future Capabilities

- a. Ability to provide streaming video and audio to promote the Township events and meetings

4. Warranty, Maintenance, Support and Training

The Township will place a high degree of importance on the maintenance and support a Vendor provides for its application software packages. The quality and cost of maintenance and support offered by the Vendor will be an evaluation criterion.

- a. Vendor must detail warranty and included maintenance agreements that will be provided to the Township if Vendor is chosen as the site developer.
- b. Support must include a 24/7/365 help desk readily available via email, telephone and live chat. Response times to problems should be no longer than 2 hours. Documentation of this support should include:
 - 1. How regular after hours support is provided
 - 2. How software defects, upgrades, and modifications are provided
 - 3. How modifications required as a result of state and/or federal requirements are handled
 - 4. How custom modifications are addressed.
 - 5. Any additional costs as a result of support being used by the Township
- c. If chosen, Vendor must provide a user's manual specific to the Vernon Township website. This will include how to operate and update the proposed website and its various components as required by the township. This documentation can be available in electronic format.
- d. The Vendor is required to include a clearly defined training plan in the proposal, including any costs, which will provide for trainees to perform the primary functions of the system unassisted. The Vendor will provide this initial on-site and/or virtual training option for up to 10 staff members. If chosen, the Vendor will also be providing a training manual to Township staff. This manual can be in electronic format.

5. Web Site Hosting

Currently the Township's website is hosted by Verio.com. Vendors should provide as part of the proposal a solution for web hosting and this information should include:

- a. Advantages to moving to vendor selected site

- b. Cost per month including any maintenance or add-on fees. Please include an outline of any potential fees
- c. What services, (email, spam filters, virus detection, intrusion prevention, etc.) will be provided with the hosting contract.
- d. Redundancy information including the backup schedule and backup storage locations.
- e. Network Specifications including internet bandwidth, connection redundancy, and available room for growth
- f. Any additional fees to transfer and maintain the domain name vernontownship.com

6. Re-branding

In conjunction with the abovementioned scope and purpose, the Township will explore a comprehensive rebranding to revitalize the public image of the Township. The rebranding will include an updated logo and corresponding designs for the Township's letterhead, business cards, envelopes, signage, social media and other public-facing Township assets. Submissions are encouraged to include proposals that incorporate the Township's desire to explore a comprehensive re-branding.

VI. Evaluation of Proposals

Vendor selection will be on the basis of those having the greatest overall benefit to the Township, as well as the experience, qualifications of the designer, organization of the work plan, meeting the requirements, and completeness of the RFP, and the estimated fee.

1. Proposal Format

- a. The title page of the proposal must contain your Vendor's name, address, telephone number, principal contact, fax number, and e-mail address. The proposal should include all principals to be involved in the project and their roles and responsibilities for the proposed project.
- b. The proposal should include necessary software and hardware, any additional communication requirements, integration needs, and potential costs necessary to maintain the website (i.e. hardware, software, installation, licensing, training, hosting, etc.).
- c. Proposal should be all encompassing, with a single Vendor identified as the "responsible lead Vendor." Please indicate any needed subcontracted

services required to meet the needs of the proposal or clearly indicate what portion of the services are not included as part of your proposal.

- d. The proposal should include an estimated summary timeline for completion of each phase of the project. The description should include all tasks listed in the scope of work for all phases of the project and a tentative schedule.
- e. Please state how you intend to gather all the required information, format preferred, and assistance expected from the Township in order to complete this project.
- f. Years of experience related to website design. Provide a list of comparable websites, including municipalities and governmental agencies, designed by your Vendor. Include the website address, company/agency contact person, address, telephone number, and hard copies of the home pages. These companies/agencies may be contacted for reference.
- g. The proposal should contain the total project cost, as well as detailed costs for components/phases of the project. All hourly rates, fees, charges, costs, monthly fees, and reimbursable cost must be clearly stated.
- h. Proposals must include three references, at least one of which should be a unit of government. References information should include contact name and title, organization, address, phone, and web site address.
- i. Six copies of the proposal must be submitted. If by US Mail, printed paper copy. If by electronic means, Adobe PDF documents.
- j. The Township reserves the right, at its sole discretion, to cancel or modify the RFP in part or in its entirety. The Township will not reimburse Vendors for any costs incurred in preparation or submission of the proposal. All proposals are made at the sole cost of the Vendor. Proposed fees should not include or consider the costs incurred in preparation of the proposal.
- k. All proposals must be submitted on or before 4:00 p.m. CST on Thursday, July 6, 2017, to:

Vernon Township
Attn: Todd Gedville
3050 N. Main Street
Buffalo Grove, Illinois 60089

Or by email tgedville@vernontownship.com

If you have any specific questions requiring explanation of the content of these proposal specifications, submit a written request via mail, e-mail or FAX (847-634-1569) for interpretation or additional information. Any information sent to one bidder prior to the opening of the proposals will be sent to all bidders.

Award of Contract: The Township will award the services in the manner that will obtain the highest quality services at the most competitive price. Vernon Township reserves the right to reject any and all proposals and to negotiate a proposal at all times following the opening of the proposals. The Township reserves the right to request additional technical and pricing information following the opening of submitted proposals. In evaluating the proposals, price will not be the sole factor. Factors deemed necessary and proper for best value include, but are not limited to, price, quality of service, responsiveness to the specifics of this Request for Proposals, understanding of the engagement, general reputation and references.