VILLAGE OF JOHNSBURG
WEBSITE RFP Q&A

1. Functionality and Design Specifications:

Could you provide more details or examples of the "refreshed, clean design" you are envisioning for the new website?
R: We are envisioning a site layout consistent with those of neighboring governmental entities such as the City of McHenry, City of Woodstock, City of Crystal Lake, Village of Cary, and McHenry County. We find these sites to be uncluttered, easy to navigate and user friendly.

Are there specific government websites you would like the new site to emulate in terms of functionality or design?
R: See above for examples

2. Content Management System (CMS):

Are there particular CMS platforms you prefer or have experience with?
R: We currently use Government Website Design and Content Management | CivicPlus and manage by People | Johnsburg Illinois, but are open to recommendations allowing multiple contributors to create, edit and publish and to track, algorithm increase, business suite data for marketing purposes and reach incorporated into the design development.

3. Search Engine Optimization (SEO):

Beyond ensuring the Village of Johnsburg website appears first in search results, are there any other specific SEO goals or metrics you are targeting?
R: The goals will be different depending on the audience. Residents and stakeholders are looking for information about what's going on in the village. Forms, calendars, meeting notices, etc. are important to this group. Potential residents and developers are looking for available properties, ordinances, maps, permits, etc. Those are the two groups for which we want to target our SEO.

4. Integration with Social Media and Other Communication Tools:

Do you have any specific requirements or preferences for how social media channels should be integrated into the website?
R: We prefer quick tabs, such as those used by McHenry County to access the Village's social media channels. The Village actively uses both Facebook, Meta Business, Twitter, Instagram and LinkedIn to communicate with viewers and direct them back to the Village's website for more information. We would also like to integrate our email list for our news and promotional emails.

Are there any existing platforms or tools that the new website needs to be compatible with for online bill payments, event calendars, or other features?
R: The Village uses the Illinois Funds e-pay program for online bill payments - Online Bill Pay | Johnsburg Illinois

5. Online Forms and Payments:

Could you briefly provide a few examples of the types of forms, permits, licenses, and registrations that need to be included?
R: Standard and fillable pdf's, example Forms, Permits, and Applications | Johnsburg Illinois

Are there specific security or compliance standards that need to be met for online payments?
R: The Village receives online payments primarily for ordinance violations, building permits and utility billing. All online payments go through the Illinois Funds e-pay program. Make A Payment - Cart Information - Illinois: Village of Johnsburg (collectorsolutions.com)

6. Citizen Engagement Modules:

Are there specific functionalities or examples of citizen engagement modules that you would like to see implemented?
R: The Village utilizes surveys from time to time which area launched through it's website. Administrative features associated with our current survey platform enables staff to easily obtain and calculate survey results as well as download data into an Excel format to create customer reports.
Keeping of Chickens Survey - Village of Johnsburg | Johnsburg Illinois
Contact The Village | Johnsburg Illinois

7. Emergency Notifications:

Can you describe how you envision the emergency notification feature working on the website?
R: Currently the Village sends out weekly e-blasts to approximately 2,118 active registered email subscribers - Email List Subscribers | Johnsburg Illinois. We also send out emergency alerts to those same subscribers. Our revised site needs to accommodate that form of communication to subscribers.

8. Analytics Integration:

Are there specific metrics or data points that are most important to you in terms of website analytics?
R: Set up and maintenance of Google Analytics tracking and specific key performance indicators to measure historical results. We like to compare quarter over quarter visits and engagement, as well as the location of the visitors. It's important for us to provide our residents and stakeholders with information about what's happening in the village, and also provide data, forms, and other relevant information to those who are looking to come to Johnsburg.

9. Events Calendar and News Section:
How often do you anticipate updating the events calendar and news section? Do you have specific functionality requirements for these features?
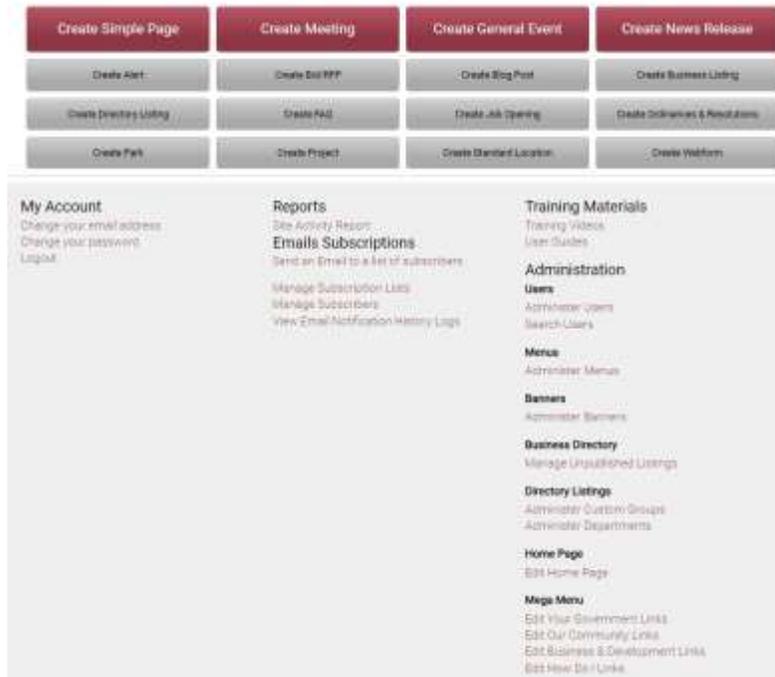**R:** The event Calendar | Johnsburg Illinois is updated by staff several times per week adding meetings, agendas, events and other information. The calendar feature needs to link to a specific page so that the viewer can access agendas, minutes and other supporting information associated with a schedule meeting or additional information regarding an event.

10. Digital Media Capabilities:

Could you elaborate on your expectations for photo and document management, video, and GIS/interactive map integration?
R: Ability to present data in a form which makes it easy to identify, locate, manipulate, format and effectively communicate information; Manage Content | Johnsburg Illinois, Special Village Board Meeting | Johnsburg Illinois via a current Dashboard | Johnsburg Illinois:

Dashboard

Create Simple Page | Create Meeting | Create General Event | Create News Release

Create Alert | Create Bid RFP | Create Blog Post | Create Business Listing

Create Directory Listing | Create FAQ | Create Job Opening | Create Ordinances & Resolutions

Create Park | Create Project | Create Standard Location | Create Webform

My Account
Change your email address
Change your password
Logout

Reports
Site Activity Report
Emails Subscriptions
Send an Email to a list of subscribers
Manage Subscription Lists
Manage Subscribers
View Email Notification History Logs

Training Materials
Training Videos
User Guides

Administration
Users
Administer Users
Search Users

Menus
Administer Menus

Banners
Administer Banners

Business Directory
Manage Unpublished Listings

Directory Listings
Administer Custom Groups
Administer Departments

Home Page
Edit Home Page

Mega Menu
Edit Your Government Links
Edit Our Community Links
Edit Business & Development Links
Edit How Do I Links

11. Hosting and Maintenance:

What are your expectations regarding hosting, system uptime, and maintenance support?
R: The Village is seeking the proposal to include website hosting and maintenance support.

12. Budget and Pricing:

Do you have a specific budget range or limitations for this project?
R: The Village last updated its website in 2016 and based upon the cost at that time as compared with current market conditions, we anticipate the initial cost to be approximately $20,000-$25,000.

What is your yearly maintenance budget?
R: The Village currently pays $2,400 annually for website maintenance.

13. Scope:

Are you open to a template based approach for this project?
R: Yes, provided that it does not limit the sites functional abilities.

14. Municipal Code Hosting:

If available, provide cost and services relative to municipal code online hosting.

When you say hosting, are you referring to another application or website that needs to be integrated here?
R: The Village does not currently utilize an outside source to manage its codes; however, if the option is available, please describe the services and provide the associated cost for same.

15. Agenda/Meeting Management Solutions:

If available, provide cost and services relative to agenda and meeting management solutions

When you talk about this, are you talking about a simple repository of these meeting notes where you can upload a document on the back end and search them on the front end? Or what is your vision for this piece?
R: The Village currently does not utilize a separate platform for agenda/meeting management, however if the option is available, please describe the platform available and the associated costs for same.

16. Transparency/FOIA Tracking:

If available, provide cost and services relative to transparency/FOIA tracking services.

Can you elaborate on these points? The Village's site currently includes a transparency tab which enables a request to submit a FOIA request via email to the Village.
R: The current site does not track FOIA requests, they are managed separately by the Village.

What exactly would we need to be tracking here?
R: The FOIA request and Village's response to the request - all of which should reflect the dates of when the activity occurred.

17. Design Support:

Provide a minimum of three (3) designs of a website home page and template options with a contemporary, clean, and professional design. Vendor should provide unlimited support in modifying the design into form and function satisfactory to the Village with no additional fees incurred.

Can you clarify the piece on unlimited custom design? We normally cap this at about 2 revisions for custom design.
R: Upon selecting a design, we are seeking the vendor to provide the necessary support to customize the tabs to the Village's needs and integrate the Village's current data into the site.

18. Agency preferences

Will local or in-state agencies be given preference?
R: See "Evaluation Criteria" in the Request for Proposal; updated_web_design_rfp.pdf (johnsburg.org)

19. Website Migration

How many pages from the current website, if any, will be migrated to the new website?
R: We anticipate full migration of the current site into the new site.