

REQUEST FOR PROPOSALS
WEBSITE DESIGN AND HOSTING SERVICES

March 2024

CONTENTS

Purpose.....	1
Description of the Village.....	1
Project Scope.....	1
Proposed Timeline	4
System Requirements.....	4
Contract Duration and Price Changes	4
Addenda.....	4
Exceptions.....	5
Incurred Costs.....	5
Proposal Clarification Questions.....	5
Evaluation Criteria.....	5
Proposal Acceptance.....	6
Proposal Award	6
Contract Negotiations.....	6
Contract Documents.....	6
Warranty	6
Existing Software, Hardware, and Operating Environment.....	6
Security	7
Installation and Delivery	8
Owner’s Responsibility for Delivery and Installation.....	8
Initial Loading.....	8
Transportation and Installation	8
Proposal Submission Requirements.....	8
Withdrawal of Proposals.....	8
Freedom of Information Act.....	9
Submission Information.....	9

PURPOSE

The Village of Johnsburg, Illinois (“the Village”) is issuing a Request for Proposals (“RFP”) to companies (“the Vendor”) interested in providing comprehensive website design services for the Village’s website (www.johnsburg.com). The Village of Johnsburg is looking to partner with a qualified Vendor to create a website with an attractive design that is user-friendly and informative. The current website was last refreshed visually and navigationally in 2016 and is looking to launch a revamped website before the end of the 2024 calendar year.

DESCRIPTION OF THE VILLAGE

The Village of Johnsburg (population 6,500) is located in McHenry County, Illinois approximately 7 miles from the Wisconsin border. Easily accessible to both Milwaukee and Chicago, Johnsburg is highly sought out by those desiring a more rural lifestyle without sacrificing access to employment, shopping, dining and services. Johnsburg is served by two nearby Metra commuter rail stations and a highway network connecting to Chicagoland’s vast interstate system.

Johnsburg is a village where history, hospitality and natural beauty come together to create a community that is proud of its past and excited about its future. We offer well-planned diversified housing, progressive economic development opportunities and abundant open spaces. We are proud of our great schools and excellent municipal services. Johnsburg provides comprehensive administration, building, public safety, public works, parks, recreation, potable water and wastewater treatment services. Johnsburg has frontage along two of Northern Illinois' most desirable corridors - the Fox River/Chain O’Lakes waterway system and the fast developing Route 31 corridor, making it a great community for both recreational opportunities and business development. Our hardworking citizens volunteer much of their time and efforts, both individually and through organizations, to make Johnsburg a community we are proud to call home.

PROJECT SCOPE

The following are the Village’s expectations for a redesigned website:

a. Functionality

The Village’s website was last updated in 2016 and has utilized the same provider since that time. It is the Village’s goal to provide a refreshed, clean design to end users, allowing for ease of use for both the end user and Village’s administrative staff. The new site should incorporate modern technology and best practices for government websites. Site functionality should include:

- i. Cross-browser compatibility (Google Chrome, Firefox, Safari, Internet Explorer, etc.).
- ii. Updates to the site should be made through a Content Management System (CMS) or another simplified method by which staff with minimal website management literacy can easily modify site content. CMS should provide off-site hosting, secure and timely back-ups of full system and modules, and responsive technical support. The site must provide an option for custom URLs for streamlined communication efforts.

- iii. The redesign must provide for Search Engine Optimization (SEO) that will optimize the Village's placement in search engine results. When "Village of Johnsburg" is entered into a search engine, the Village website should continue to be the first result.
- iv. Website design must integrate communication tools including timely news posts, an event calendar, social media channels (Facebook, Twitter, LinkedIn, Instagram, and YouTube), Village committee(s) and/or organization(s); P&Z Commission, CAC, EDC, FIN, ORD, D&G, and P.W. committees, Village employment opportunities, online bill payments, and existing department designations (Administration, Building, Finance, Police, and Public Works). Department pages should mirror the style of the main webpage but allow for content customization by each department, but not be limited to.
- v. The website should incorporate online conveniences, including fillable forms for permits, licenses and registrations, employment applications, and online payments, that may be submitted electronically to the Village through the website with accompanying email alerts to staff when a new request is submitted.
- vi. Modules for citizen engagement, including opt-ins for department emails and weekly e-newsletters, are required. The Village welcomes consideration of any additional features or online tools that the selected Vendor believes could improve interactions with citizens and businesses. A contact directory module customizable by staff is also required.
- vii. The website should be equipped to scale to an appropriate size for any device, including computer monitors, laptops, tablets, and smartphones. Mobile-friendly formatting is a priority. All menus and key features should be clearly visible in mobile format.
- viii. The website design must be ADA-compliant and conform to all guidelines set forth by the Americans with Disabilities Act, with Section 508 of the Rehabilitation Amendments Act of 1998, and with the Electronic and Information Technology Standards adopted by the Architectural and Transportation Barriers Compliance Board (reference 36 CFR Part 1194).
- ix. Emergency notifications should have a prominent feature on the homepage.
- xi. The website should provide analytics integration (i.e. Google Analytics) with information regarding webpage traffic, including number of visitors, page views, and visit duration.
- xii. The website should be supported by advanced security features to prevent website hacking or vulnerability threats.
- xiii. The website must incorporate an events calendar that is easy to update and maintain.
- xiv. The website design must include a dynamic and prominent news section on the

homepage.

- xv. The design should provide for minimized page load times.
- xvi. The website must support digital media capabilities including photo and document management, video, and Geographical Information System (GIS)/interactive map integration.
- xvii. A comprehensive search function is required that allows users to search the contents of the website and its documents with a search field on the homepage.
- xviii. Customer service must be prompt and efficient, providing resolution of any design or formatting issues in an urgent manner. System downtime for improvements, upgrades, and/or unforeseen outages should be communicated to Village staff immediately.
- xix. Village staff should have administrative authority to modify website content and design without the need to incur additional fees for manual updates by the Vendor.
- xix. If available, provide cost and services relative to municipal code online hosting.
- xx. If available, provide cost and services relative to agenda and meeting management solutions.
- xxi. If available, provide cost and services relative to transparency/FOIA tracking services.

b. Project Requirements

As part of the project, the following activities are required on the part of the Vendor:

- i. Review the current website and perform a preliminary needs assessment, including user engagement.
- ii. 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.
- iii. Conduct a demonstration meeting with staff highlighting key management aspects and interfaces.
- iv. Implement the selected design and content management system to create a functional and interactive website, including the transition of old webpages to the new platform.
- v. Provide training to Village staff on the Content Management System and its features for independent maintenance by staff.

- vi. Test website usability to ensure user-friendly navigation, including on mobile devices.
- vii. Provide immediate reachability and quick response times during Village business hours (8:00 am to 4:30 pm, Monday through Friday) for any website or content management support, as well as a direct contact in the case of an emergency outside of normal business hours.
- viii. Provide a new user guide for back-end management.

c. Miscellaneous

- i. The Village of Johnsburg shall have the right to use all such work products without restriction or limitation and without further compensation to the Vendor.

NOTE: This proposal will be “Design-Build” as many aspects of the project are contingent on the development process. Complete specifications have not been finalized.

PROPOSED TIMELINE

- | | |
|--------------------------------------------------------|------------------------------------------------------|
| • RFP Issued | March 15, 2024 |
| • Vendor Questions Due* | March 29, 2024, by close of business (4:30 p.m. CST) |
| • Vendor Submissions Due | April 19, 2024, by close of business (4:30 p.m. CST) |
| • Vendor Presentations (Required for Selected Vendors) | April 29-May 3, 2024 |
| • Vendor Selection | Week of May 20, 2024 |
| • Recommendation to Village Board | June 4, 2024 |
| • Project Begins | Week of June 17, 2024 |
| • Website Launch | Fall/Winter 2024 |

*A comprehensive set of responses will be provided to all plan holders.

SYSTEM REQUIREMENTS

Maintenance, system, and software support must be provided within the contract and included as a separate line item in the cost summary. Any additional services (municipal code management, agenda and meeting management, and transparency/FOIA management) should be listed as an additional line item if it is not included with the base pricing package. All items submitted in the proposal must be fully supported by the manufacturer/Vendor. The selected Vendor will be required to assume all responsibility for delivery, installation, and testing of all software and support systems offered in their proposal, regardless of whether the Vendor is the producer or manufacturer.

CONTRACT DURATION AND PRICE CHANGES

The Village of Johnsburg is seeking a multi-year agreement with all conversion, application, hosting, and maintenance services as part of the proposed project cost. At no point will an increase in pricing be allowed other than as reflected in the Contract.

ADDENDA

Addenda are any visual or written instruments issued by the Village of Johnsburg prior to the date for receipt of proposals that modify or interpret this document via additions, deletions, clarifications, or corrections.

EXCEPTIONS

Exceptions to any part of the requirements stated in this request must be clearly identified in the submitted proposal.

INCURRING COSTS

The Village of Johnsburg is not liable for any costs incurred by a Vendor as a proponent of proposal submission.

PROPOSAL CLARIFICATION QUESTIONS

After reviewing all proposals received in response to this RFP, the Village of Johnsburg may develop a list of clarification questions to be addressed by the Vendor. The Village of Johnsburg will send these questions to the Vendor for clarification, and Vendors should address these questions in their presentations.

EVALUATION CRITERIA

This RFP does not provide preference to any single Vendor rather it is designed to meet the needs of the Village of Johnsburg. The Village of Johnsburg will weigh the proposals based on the Vendor's references, qualifications, and submitted materials, as well as technical merit and cost. The award will not be made on price alone.

Upon review of submitted proposals, a limited number of Vendors will be selected as finalists. These Vendors will be asked to provide a presentation of their web solutions to a team of internal communications personnel.

In awarding the Contract, the Village will take into consideration a Vendor's design, prior and present experience, financial standing, communication, and level of efficiency in the delivery of work described in the proposal documents. Other criteria may also be considered should the Village deem it relevant in its evaluation. The inability of a Vendor to meet the requested conditions may be cause for rejection of the proposal.

Other selection criteria include:

- a. Public sector experience in website design, development, implementation, and maintenance.

- b. Company depth of knowledge in the latest technical tools and techniques available in the marketplace.
- c. Proposed project approach and methodologies.
- d. Hosting and security capabilities.
- e. Reference data, prioritizing a track record of delivering aesthetically pleasing and functional websites.
- f. Overall cost for the project.

Upon selection, the final contract amount will be subject to negotiation to determine exact scope of services to be provided, final contract fee amount, and an outline of all relevant terms that will be acceptable and executed by both parties.

PROPOSAL ACCEPTANCE

The Village of Johnsburg reserves the right to accept or reject any or all proposals and waive formalities or irregularities during the proposal solicitation and evaluation process. Once submitted, a proposal shall be deemed final and binding on the part of the Vendor and shall constitute an option to enter into a contract with the Village of Johnsburg upon the terms set forth in the proposal. All proposal prices must be valid for 60 days from the closing date for proposal submission.

PROPOSAL AWARD

Unless otherwise indicated in the specification for a proposal, the Village of Johnsburg reserves the right to award the proposal in whole or in part by item or by group of items where such action best serves the interests of the Village of Johnsburg.

CONTRACT NEGOTIATIONS

The Village of Johnsburg reserves the right to negotiate a contract after the successful proposer is selected. Selection will be based only on the proposal and subsequent interviews, if any; therefore, proposals must be complete.

CONTRACT DOCUMENTS

The Vendor's response to this RFP and to any additional questions and/or written addenda will become part of the contractual agreement agreed to by both parties. The order of precedence shall be signed contract, response to follow-up questions, response to addenda, and response to the RFP. The most recently dated response to an item in question will supersede all other responses referencing the same topic.

WARRANTY

Warranty on all systems proposed will begin after successful installation and not upon delivery of the system.

EXISTING SOFTWARE, HARDWARE, AND OPERATING ENVIRONMENT

Applications included in the Vendor proposal must be demonstrated on a production basis before acceptance of the proposed system. No preliminary products shall be proposed. Exceptions must

be listed in the proposal where any proposed application packages do not conform to the Functionality section in this RFP.

SECURITY

There must be a secured administrative function provided to maintain and monitor security. Secure, administrative functionality must exist to maintain users and provide access to users so that they only have access to those pages that they are given rights. Administrators must have access to all areas of the website. Administrative functionality should also include the ability to make modifications to the main page of the site.

OWNER'S RESPONSIBILITY FOR DELIVERY AND INSTALLATION

Tasks required on the part of the Village of Johnsburg to support the delivery and installation of the system must be outlined in detail. This should be included as a separate appendix labeled "Required Pre-Delivery and Installation Tasks." This may include server purchases, server and/or workstation operating system upgrades, software upgrades, client software installations, and/or client hardware upgrades, specified in the contractual agreement.

INITIAL LOADING

The selected Vendor must agree to provide qualified systems staff to assist in the initial installation and configuration of the system, including a full transfer of all existing website content, documents, links, photos, etc. and full functional formatting of the new site. The Vendor should provide a complete, written implementation plan and schedule of work to be done prior to commencing any installation of hardware or software.

TRANSPORTATION AND INSTALLATION

To be responsive, Vendors must include the cost of transportation, installation and testing of equipment on-site. The costs associated with transportation, installation, and testing shall be given in the cost breakdown.

PROPOSAL SUBMISSION REQUIREMENTS

Proposals should include the following:

1. Cover memorandum
2. A detailed profile of company, including contact information
3. Project proposal
4. Cost summary and fees for design, implementation, and ongoing maintenance and identifying all one-time, recurring, and/or optional program fees
5. Timeline of implementation
6. Description of implementation and onboarding process
7. Outline of company's project management process and key personnel who will lead and execute the project
8. A minimum of three (3) examples of similar past projects for municipal agencies
9. A minimum of three (3) current municipal references, including contact information

WITHDRAWAL OF PROPOSALS

Proposals may be withdrawn at any time prior to the deadline, provided that a written, signed request by the Proposer for the withdrawal of such proposal is filed with the Village prior to the deadline. The withdrawal of a proposal prior to the deadline will not prejudice the right of a Proposer to submit a new proposal before the deadline. No proposal shall be withdrawn without the consent of the Village for a period of 90 days after the deadline.

FREEDOM OF INFORMATION ACT

All information submitted to the Village in response to this RFP will be a public record and will be subject to disclosure, subject to applicable exemptions, under the Illinois Freedom of Information Act, 5 ILCS 140, et seq. ("Act"), after the award of the Agreement. Proposers are advised that Section 7(1)(g) of that Act exempts the following information from disclosure: Trade secrets and commercial or financial information obtained from a person or business where the trade secrets or commercial or financial information are furnished under a claim that they are proprietary, privileged or confidential, and that disclosure of the trade secrets or commercial or financial information would cause competitive harm to the person or business, and only insofar as the claim directly applies to the records requested. Proposers that desire to have portions of their proposals considered for this exemption should identify those portions accordingly.

Proposals must be submitted via mail or email no later than close of business (4:30 p.m. CST) on Friday, April 19, 2024. Proposals should be submitted to:

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