



REQUEST FOR PROPOSALS: **WEBSITE REDESIGN AND HOSTING SERVICES**

I. Purpose

The Village of Hoffman Estates is soliciting proposals from qualified vendors interested in providing comprehensive website design and hosting services for the Village's website (www.hoffmanestates.org). The Village 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.

II. Project Description

The Village seeks to create an inviting website that is attractive and reflective of the Village of Hoffman Estates, with branding and imagery that reflects the Village as an attractive place to live, work, and visit. The newly designed website will be used as an informational and marketing tool for residents, business and visitors. The design should highlight and showcase the community, Village amenities, news, events and attractions, and the multitude of services available.

The website must be designed and organized in a manner that allows users to easily find and access information, submit an inquiry, conduct transactions, and utilize various functions of the website to engage with the Village. The project should include the seamless migration of data from the current website, streamlining that data into easily accessible information with a modern design, multi-browser capabilities on a variety of devices, and training on the operation and function of all aspects of the website to a designated group of employees from the Village.

III. Key Dates

- A. **July 18, 2024** - RFP Release Date
- B. **August 2, 2024** - Final Date for Clarifying Questions
- C. **August 16, 2024** - Proposal Due Date
- D. **September 9-20, 2024** - Selected Vendor Demonstrations
- E. **October 14, 2024** – Recommendation to Village Board

IV. Background

The Village of Hoffman Estates, Illinois, founded in 1959, is located in suburban Cook County, approximately 30 miles from the City of Chicago. With a population of over 52,000, Hoffman Estates is a full-service community. The mission of the Village of Hoffman Estates is to continually improve the quality of life for our residents and business community by providing responsive and efficient municipal services.

Hoffman Estates' strategic location along the Golden Corridor of Interstate 90 provides excellent access to all major attractions within the Chicagoland region and the Midwest. Over 26,000 people are employed by the more than 800 businesses operating in Hoffman Estates. Recently ranked one of the best places to live in Illinois, the Village of Hoffman Estates offers high-quality schools, parks, entertainment and recreational opportunities, as well as a variety of housing options.

V. Preliminary Scope of Work

The following information communicates the Village's expectations of a redesigned website:

A. Functionality & Design

The Village's website was last refreshed in 2018. It is the Village's goal to provide a modern design to end users that incorporates the Village's brand and allows for ease-of-use for both the end user and Village employees who create new pages and make updates to existing pages. The new site should incorporate modern technology and best practices for government websites. The following information sets forth the Village's expectations regarding site functionality.

1. The new website must be cross-browser compatible (Google Chrome, Firefox, Safari, Internet Explorer, etc.).
2. The redesign must provide for Search Engine Optimization that will optimize the Village's placement when searched on various search engines. The Village would like to ensure that it continues to appear as the first result when "Village of Hoffman Estates" is searched for.
3. A search function is required, allowing for users to search the contents of the website and any documents via a search field on the homepage. The search function must also offer an advanced search tool.
4. The design must integrate with, and promote, communication tools such as news posts, an event calendar, social media (Facebook, Twitter, Nextdoor, LinkedIn, YouTube).
5. The website should have consistent design template(s) for all pages within the website and the option to create a subsite for any or all departments identified by the Village as part of the redesign project.
6. The website should incorporate online conveniences, such as fillable forms that can be submitted electronically to the Village via devices accessing the website and produce email alerts to relevant individuals when a new request is submitted.
7. Tools and opportunities for citizen engagement, such as sign-up forms for e-alerts and e-news 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.
8. The Village requires a responsive design for its new website that can scale to an appropriate size for any device, including computer monitors, laptops, tablets, smartphones, etc.
9. The website design must be ADA compliant and conforms to all guidelines set forth by the Americans with Disabilities Act.

10. The Village seeks the ability to post emergency notifications on the home page, if needed.
11. Image and document management tools will be integrated into the CMS with the ability for end users to create links to documents, to alt-text and descriptions to photos and to dynamically resize photos.
12. The Village requires the ability to create automated forms and surveys, including check boxes, drop down lists, document submissions and buttons. Electronic submissions should be forwarded to the emails of authorized persons to whom the forms are set to go to.
13. The website is required to provide analytics integration (i.e. Google Analytics) or a built-in system that provides information on traffic analysis reporting capabilities and available metrics for user/system response times such as number of visitors, page views, frequently visited pages, etc.
14. The website is required to provide security features to prevent website hacking or defacement.
15. The website must incorporate an events calendar that is easy to update and maintain.
16. The website design must include a dynamic and prominent news section on the homepage.
17. The design should provide for minimized page load times.
18. The website must support capabilities such as photo and document management systems, the ability to embed video, and GIS/Map integration (such as an iframe).

B. Administration

1. Updates to the site are to be made through a Content Management System (CMS) or some other simplified method by which minimally trained staff can easily modify what appears on the website.
2. The CMS will have instantaneous updates of published pages, with the capability to restore pages to previous states. Preference is for a system that provides easy access to both draft and published versions of each page on the site.
3. Having the availability of an iOS and Android app with the ability to perform administrative updates to the site is preferred.
4. The website will have defined levels of permissions that allow administrators to review and approve content before it can be published.
5. The website will have a module that identifies bad links on the site.
6. The website will have the ability to schedule content to auto-publish and auto-expire.
7. The website will have a history log of all changes made to the website.
8. The website will have the ability to shorten or make links more intuitive.

C. Third Party Integration

The Village is currently deploying Criterion, a Human Resources platform new to the organization, and the CivicClerk Agenda Management System. It is also undergoing the selection of a new Enterprise Resource Planning (ERP) system. The Village's goal is to have the website and these new systems integrate seamlessly for hiring, employee onboarding, agenda management, payment processing and other applicable functions. A

list of current third-party integrations shall be provided in the proposal, with preference given to those with integrations with the Village's systems, including, but not limited to Criterion and CivicClerk.

D. Maintenance and Support

The vendor will commit to regular maintenance and updating of the CMS and associated applications for the purposes of keeping the existing software up-to-date and secure, as well as introducing new functionality and applications.

The vendor shall commit to:

1. CMS Development Process – An internal process dedicated to ongoing review of new technologies and implementing development projects in order to provide a robust CMS with additional features and applications added as they become relevant.
2. CMS Improvements – Regular maintenance of the CMS to improve existing functionality and, when appropriate, take future Village requests into consideration.
3. CMS New Features – Rolling upgrades of the solution that strengthen and update the CMS's functionality and associated applications.
4. Software Service Level Agreement – In all submitted proposals, vendors shall be able to produce a Service Level Agreement that details guarantees of upgrades and the dedicated processes for improving the software purchased by the Village.
5. CMS Support - The vendor will be responsible for ongoing support of its CMS, including all features and modular applications associated with the CMS. The Vendor must have qualified and available support included as a part of ongoing services to maintain the CMS, using guidelines, structures, and materials meeting the following criteria:
 - a. Live Support – The vendor shall provide access to live support available via e-mail or phone during the vendor's normal business hours. The support team must be fluent in the functionality and uses of both the content management system's features and associate applications and modules.
 - b. Support Materials – 24/7 access to support materials including, but not limited to: online training manuals, support FAQs, customer support forums, instructional videos, informational newsletters, informational and support-driven webinars (live and archived), request forms, online education courses and support-related updates through common social networking mediums.
 - c. Support Service Level Agreement – In all submitted proposals, vendors shall be able to produce a Service Level Agreement that details guarantees of customer support as well as a service escalation process.

E. Project Requirements

As part of the website design project, the following activities are required.

1. Review the current website and perform a preliminary needs assessment, including user engagement.
2. Provide at least three designs of a new home page and template options with a unique, contemporary, and professional design. Provide unlimited support to developing the leading design into a form and function satisfactory to the Village.
3. Conduct a kick-off meeting with staff.
4. Implement the selected design and content management system to create a functional and interactive website.
5. Manage data migration from the Village's current website to the new CMS and website.
6. Provide training to Village staff on the content management system, and any applicable features, so that staff are able to independently update and maintain the website.
7. Test website usability to ensure users can find important information.
8. Provide immediate reachability and quick response times during business hours for any website or content management support, as well as emergency contact information in the event of an emergency situation after business hours.

F. Alternate Solutions

Although the Village has made specific requirements within the Scope of Work, it understands that there are many approaches to the same end result and that Vendors often have already established and proven solutions. The Village is open to the Vendor's ideas and encourage respondents to consider and propose alternative solutions and recommendations if necessary. If the Vendor is proposing an alternate in lieu of a requested feature, that alternate item must be clearly labeled as such, along with if the solution has already been successfully deployed with other customers and any impacts on costs.

V. Evaluation Criteria

This RFP does not provide preference to any single vendor, rather it is designed to meet the needs of the Village of Hoffman Estates. The Village of Hoffman Estates 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.

VI. Inquiries

Questions regarding the proposal may be submitted by email to Communications Manager Melissa Brito at Missy.Brito@vohe.org by August 2, 2024.

VII. 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.

VIII. 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.

IX. Contract and Completed Website

The Contract between the Contractor and the Village will include provisions indicating compensation schedule and timeline for completion of and transition to the new website. The Village will retain the right of approval for any and all work done in designing the website. It is the expectation and desire of the Village to transition to the new website as soon as possible.

The contract will be for the design and implementation of the Village website and will include no guarantee or intent to contract for future services.

Upon completion of the contract all content, site design, site templates, and any other item or idea used in the completed website or contained therein will become property of the Village. Contractor will relinquish all rights to the website and the Village will have sole control over website design, content, and appearance.

X. Proposal Submission

Proposals should include all the information and supporting documents requested in Appendix A. Proposals must be submitted via mail or email no later than close of business (5:00 p.m. CT) on Friday, August 16, 2024. Proposals should be submitted to:

Village of Hoffman Estates
Melissa Brito, Communications Manager
1900 Hassell Road
Hoffman Estates, IL 60169
missy.brito@vohe.org

APPENDIX A
VENDOR QUALIFICATIONS

RESPONSE FORM

A. Proposal Overview

Vendor should provide a general summary of their background and proposal that includes a price breakdown.

B. Company Profile and Capabilities

<i>Corporate Profile:</i>	
Corporate Name	
Corporate HQ Address	
Telephone Number	
Internet URL	
Doing Business Since	
State Incorporated	
<i>Contact Information:</i>	
Account Representative:	
Email Address	
Telephone Number	
Address	

C. Experience

Years in Business:

Years Providing Municipal Websites:

Please provide the URLs to five recent work samples of similar scope:

- 1.
- 2.
- 3.
- 4.
- 5.

D. References

Please provide five references for projects of a similar scope in a comparable community:

1. Name:
Title:
Organization:
Website:
Phone Number:
Email:

2. Name:
Title:
Organization:
Website:
Phone Number:
Email:

3. Name:
Title:
Organization:
Website:
Phone Number:
Email:

4. Name:
Title:
Organization:
Website:
Phone Number:
Email:

5. Name:
Title:
Organization:
Website:
Phone Number:
Email:

E. Sample Contract

If Vendor has a sample contract with Vendor’s proposed terms, please provide a copy of those terms with your response. If no sample contract is available, the Village will propose a contract during contract negotiations. Failure of parties to agree to contract terms required by the Village including but not limited to insurance, indemnification, and liability shall result in a termination of any further contract negotiations without penalty to either party.