REQUEST FOR QUALIFICATIONS (RFQ)
2016-RFQ-008
Redesign, Development and Hosting of the Village of Tinley Park
Website: www.tinleypark.org

The Village of Tinley Park has issued this Request for Qualifications (RFQ) in order to select and contract with a company (“vendor”) to create a new website (www.tinleypark.org) that is modern, highly attractive and built with responsive web design.

The Village is seeking proposals from highly-qualified, experienced website development companies to design, develop and implement its public-facing website. The chosen firm must have experience in managing local government website design projects and expertise with best practices in successful data-driven website redesign; information architecture; website development and deployment; website hosting; disaster recovery; social media integration; search engine optimization and responsive design.

GENERAL REQUIREMENTS:
Proposers are to submit a quote to:

SUBMISSION LOCATION:
Donna Framke, Marketing Director
Village of Tinley Park
dframke@tinleypark.org
16250 South Oak Park Avenue, Tinley Park, IL 60477

SUBMISSION DATE:
Monday, December 12, 2016 by 10:00 AM. Proposals received after the time specified will not be accepted.

CONTACT/QUESTIONS:
Submit questions via email to: Village of Tinley Park, attention Donna Framke, at dframke@tinleypark.org or via phone to: (708) 444-5045. Questions are required no less than three (3) business days prior to the proposal opening date. Absolutely no informal communication shall occur regarding this RFQ, including requests for information, or communication between offerors or any of their individual members and any Village elected official or employee. All questions will be answered with a copy of the question and answer to each proposer.
1. **Negotiations:**
   The Village of Tinley Park reserves the right to negotiate specifications, terms and conditions, which may be necessary or appropriate to the accomplishment of the purpose of this RFQ.

2. **Confidentiality:**
   RFQs are subject to the Illinois Freedom of Information Act.

3. **Reserved Rights:**
   The Village of Tinley Park reserves the right at any time and for any reason to cancel this RFQ or any portion thereof, and to reject any or all proposals. The Village reserves the right to waive any immaterial defect in any proposal. The Village may seek clarification from a proposer at any time, after the submission date, and failure to respond promptly is cause for rejection.

4. **Incurred Costs:**
   The Village of Tinley Park will not be liable for any costs incurred by respondents in replying to this RFQ.

5. **Award:**
   Award will be based on the lowest responsive, responsible bidder as determined by the Village.

6. **Local Vendor Purchasing Policy:**
   The Village of Tinley Park Local Vendor Purchasing Policy provides local vendors preferential treatment when competing for contracts with the Village. A local vendor is defined as a business that has an actual business location within the Village of Tinley Park. When considering contracts, the Village reserves the right to forego the lowest bid in favor of a local vendor when the amount of the local bidder exceeds that of the otherwise lowest bid as follows, provided both bidders are found to be responsive and responsible:

   **Contract Value**
   - $0 to $250,000       5%
   - $250,000 to $500,000  4%
   - $500,000 to $750,000  3%
   - $750,000 to $1,000,000 2%
   - $1,000,000 to $2,000,000 1%

   Maximum amount a local vendor’s bid may exceed lowest responsive and responsible bid is $25,000.
7. **Interpretations or Correction of Request for Proposals:**
Proposers shall promptly notify the Village of any ambiguity, inconsistency or error that they may discover upon examination of the RFQ. Interpretation, correction and changes to the RFQ, if any, will be made by written addendum. Interpretation, corrections or changes made in any other manner will not be binding.

8. **Addenda:**
Addenda are written instruments issued by the Village prior to the date of receipt of proposals, which modify or interpret the RFQ by addition, deletions, clarifications, or corrections. Each proposer shall ascertain prior to submitting a proposal packet that all addenda issued have been received, and by submission of a proposal packet, such act shall be taken to mean that such proposer has received and understands fully the contents of the addenda.

9. **Taxes:**
The Village is exempt from paying certain Illinois State Taxes.

10. **Non-Discrimination:**
The proposer shall comply with the Illinois Human Rights Act, 775 ILCS 5/1-101 et seq., as amended and any rules and regulations promulgated in accordance therewith, including, but not limited to the Equal Employment Opportunity Clause, Illinois Administrative Code, Title 44, Part 750 (Appendix A), which is incorporated herein by reference. Furthermore, the proposal shall comply the Illinois Drug Free Workplace Act, Title 44, Chapter 10.

11. **Change in Status:**
The Proposer shall notify the Village of Tinley Park immediately of any change in its status resulting from any of the following: (a) vendor is acquired by another party; (b) vendor becomes insolvent; (c) vendor, voluntarily or by operation law, becomes subject to the provisions of any chapter of the Bankruptcy Act; or (d) vendor ceases to conduct its operations in normal course of business. The Village of Tinley Park shall have the option to terminate any contract with the vendor immediately on written notice based on any such change in status.

12. **Submittal and Evaluation Factors:**
The contract will be awarded to the lowest responsible, responsive proposer, as determined by the Village, or any other proposer determined by the Village of Tinley Park to be in the best interest of the Village, who meets or exceeds the criteria, sought by the Village. The Village reserves the right to reject any or all proposals or to waive any details in the proposals received whenever such rejection or waiver is in the best interests of the Village. The Village also reserves the right to reject the RFQ of a proposer who has previously failed to satisfactorily perform, has not completed contracts on time or whom, upon investigation, is found not to be in a position to perform the contract.
PROJECT OVERVIEW

The Village of Tinley Park, located approximately 25 miles southwest of Chicago, is a dynamic southwest-suburban community of over 58,000 residents. The Village is governed by a Board consisting of a Mayor, Village Clerk and six-member Board of Trustees and a professional staff administered by a Village Manager, Assistant Village Manager, Village Treasurer and department heads supporting the Police, Fire, Emergency Management, Public Works, Community Development, Marketing and Human Resource functions. The Village employs 186 full-time and 267 part time staff members.

The current website was designed by and is hosted by Civic Plus and was last refreshed in 2011. The website consists of approximately 340 pages and 1700 PDFs/documents and is managed by the Public Information Coordinator and maintained by approximately five employees. We anticipate a significant reduction of the number of pages on the new website and would like vendors to provide best practices and possibly, additional training or consulting services, for content strategy. Vendors should also provide best practices and suggestions for developing content with plain language standards.

The Village of Tinley Park is seeking to redesign its website to make it interactive, engaging and inviting. The new website will be designed to serve the Village of Tinley Park’s ‘customers’ – its residents and potential residents; visitors; current and prospective business owners; land owners and developers; community members and organizations; local and national media; local school districts and students; and governmental and non-profit agencies that support and complement the community. The website should allow residents, visitors and business partners to complete their tasks quickly and easily regardless of the device they are using to access the site. Visitors to our site will utilize a wide variety of devices to access our website, including computers, tablets and mobile smart phones. Our new website should automatically detect the screen resolution of any device and respond with a view of the site that is optimized specifically for that screen.

The website is the digital front door to the community and the goal is to focus on the needs of our customers and on improving our interactions and engagement with our customer base. The ideal partner can help us determine and profile who our customers are, identify what they need and determine how to deliver it to them in a way that will leave them satisfied in their government’s efficiency.

The ideal partner will understand the local government market and the need for simplified transparency. We wish to make it easy to share and post information and for our users to find and interact with the information. The vendor should 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 that meets the needs of all users. The new site should build upon proven and accepted website development standards while maintaining flexibility to easily grow and add new functionality over time and with minimal cost.
SCOPE OF WORK

Preference will be given to vendors with experience developing local government websites, with special attention given to vendors' breadth of experience, references, number of years of experience and expertise of staff. The ideal vendor will have a proven development process and flexible timeline structure that favors the availability and time commitment of the Village. The proposed content management software must be a proven platform for website development and local government website architecture. The vendor should utilize a data-driven user experience (UX) design process to gather information to complete a comprehensive redesign of our website and recommended techniques should include best practices of usability and user experience. The Village would like the selected vendor to utilize historical site analytics to analyze the accessibility of the current site and make recommendations for the new site.

Website design must be visually appealing, incorporating the Village’s new branding into the overall design of the site. Design elements should include background images, photographs, logos and buttons that are easily updated or swapped out by our staff at any time and without incurring any additional implementation or update charges, and ownership of the website design and all content should be transferred to the Village upon completion of the project. The website design and associated elements should comply with WCAG 2.0 and Section 508 of the Rehabilitation Act – especially for color contrast and text sizes.

The vendor is expected to produce a responsive website for the Village to meet the needs of users accessing the site on a variety of devices, including computers, tablets and smart phones. Vendor must have proven success in previous responsive design projects. The solution should automatically detect the screen resolution of any device and respond with a view of the site that is optimized specifically for that screen.

The vendor should define their process for preparing content, development of the actual website and preparing for the go-live date. It should be clear what will occur in each phase and identify both vendor and client deliverables.

System Functionality
The vendor’s proposed content management system (CMS) should be a web-based application that provides the core of the entire development process, being both the platform for development and the tool by which system administrators and contributors can update the new website. The CMS may feature plug-in applications or modules that enhance the functionality of the website, though core features should center around ease-of-use, flexibility and an ongoing stability within an established information architecture and hosting environment.

The preferred content management system will provide non-technical content contributors features
including content management and scheduling; menu updates; an administrative dashboard, an
automatic sitemap with content expiration management, activity reporting; and graphics and menu
administration including the ability to create user-friendly URLs.

Additional preferred features include search functionality within the site, providing the end user the
ability to search web content as well as the contents of files; an administrative center for quality
assurance review, ability to identify broken links on the website (including the referring page location
so that links can be corrected), and an infinite page structure system that allows the addition of an
unlimited number of pages and an administrative center for reviewing, filtering and exporting overall
website analytics, including the ability to view statistics by page or section and presenting the
information in a graphical representation.

Major components of the site should have import and export capabilities to ease in migration and to
reduce the amount of data re-entry and the capability for citizens to apply for permits and the ability
to electronically track the different stages of the application process with the ability to integrate this
process with processes already in place.

The Village’s existing site includes features such as an event calendar, citizen request tool, ‘Contact
Us’ form, job posting function, news posting, document storage and a staff directory listing --
functionality that would need to be maintained or enhanced on a new site.

**Technology/Platform Requirements**
The Village of Tinley Park is looking for the new website to support mobile and desktop versions of all
browsers that have been released within the last 5 years. The hosted solution should protect the
website against Distributed Denial of Service (DDoS) and other cyberattacks, and should be able to
detect and mitigate malicious traffic in real time. The solution should have smart-detection
technology that can identify the source and analyze the behavior of the attack. In the event of any
outage impacting the primary data center, the hosting solution must have a disaster recovery or
backup data center where our website visitors will continue to be able to access our site. The
Recovery Time Objective (RTO) should be 90 minutes or less and the data replication (Recovery Point
Object or RPO) should be 15 minutes or less.

The hosting platform must be in a certified data center (SSAE 16 Type II Compliant) with multiple
layers of security access, redundant ISP providers, backup power and redundant generator, and
firewall protection.

The solution should ensure that pages load on an average of 1.5 seconds or less and the hosting
platform should have a guaranteed uptime of 99.9%, backed by a Service Level Agreement (SLA). The
new website should comply with World Wide Web Consortium’s (W3C) Web Content Accessibility
Guidelines (WCAG) 2.0 (Level AA compliance) and Section 508 of the Rehabilitation Act of 1973. In
addition, the vendor should follow best practices, voluntary standards and guidelines developed by
the World Wide Web Consortium’s (W3C) Web Accessibility Initiative (WAI), and train our users in
creating accessible content.

The ideal vendor’s hosted Software as a Service (SaaS) content management solution (CMS) should
be in a state of constant evolution and improvement. The annual subscription fee should cover
ongoing support plus regular monthly updates and improvements to existing features of the CMS and
incorporate new enhancements and features over time. This will enable us to adapt to an evolving
marketplace and for our site to continually meet our customers’ needs.
Maintenance and Support

The vendor’s CMS, including all features and modular applications associated with the CMS, must have qualified and available support included as a part of ongoing services to maintain the CMS, using guidelines, structures and materials. The preferred vendor will provide periodic account reviews, ongoing user training and simple and frequent access to support and training materials. While website content updates are to be managed by the Village, the selected vendor must commit to regular maintenance and updating of the CMS and associated applications for the purposes of keeping the existing software up-to-date as well as introducing new functionality and applications. The Village is interested in ideas for the approach of redesigning the style of the website. We encourage respondents to consider and propose alternative solutions and recommendations.

EVALUATION CRITERIA

Each proposal will be evaluated based on the level of creativity, differentiation and measurability, listed in order of importance:

- Approach to Website Redesign (20%)
- Long-term Strategic Outlook and Partnership (20%)
- Features and Function of CMS (15%)
- Technical and Hosting Expertise (15%)
- Local Government Experience and Capacity (10%)
- Management Qualifications (10%)
- Client List and References (5%)
- Pricing (5%)

Vendor must submit the following information to be considered (include the corresponding item number with each response):

Section 1: Executive Summary
Summarize on one page or less the key products and services you are proposing. Summarize your overall strategy and approach for delivering web redesign and development projects.

Section 2: Corporate Profile
Provide a brief overview of your firm’s history and philosophy. State the year the vendor started in the business of selling CMS solutions and web design services and where the vendor company is headquartered. Please describe the process of how your company works with remote customers and provide the total number of employees. Specify the number of public sector vs. private sector clients, and indicate the percentage of revenues this offered product represents to your company.

Section 3: Service, Implementation and Functionality
Provide an in-depth list of your firm’s capabilities. Explain your firm’s experience in developing responsive websites. Describe your process for website redesign, including how you apply user experience techniques to understand the uniqueness of our community and users. Identify what uniquely distinguishes your offering from your competitors. Describe your experience in implementing public sector and local government market solutions. Describe your implementation approach, project management tools and methodologies for the proposed solution. Submit a detailed implementation plan which will address requirements, customizations, content migration, implementation schedule, delivery milestones and responsibilities for each party. Describe any optional services that could be included.
Provide three examples of responsive websites your firm has developed. Clearly explain the design objectives, the outcome and whether your firm managed the entire site or specific modules or applications within the site and include three client references in your proposal with current contact name, organization name, phone number and email.

For hosted solutions, describe your hardware and software configuration. Describe the architecture, languages and tools used to develop your proposed solution. Provide details on the licensing requirements and a copy of software license agreements in your response. Describe your DDoS Mitigation solution. Describe your disaster recovery solution, including Recovery Time Objective (RTO) and Recovery Point Objective (RPO).

Section 4: Project Team
The success of the design and implementation depends on several factors including experienced project management, a planned approach and coordination of content population. The selected vendor must provide an experienced project manager to lead the implementation process. Define the process, project management and team structure that would execute this type of solution. Define the interim project reviews you will utilize to gain team, management and key stakeholder buy-in and approval to move to the next phase of the project. Define and describe the team members that would execute a project for the Village. Identify their experience, roles and length of time with your organization. Specify the primary point of contact.

Section 5: Training and Support
Describe the training that accompanies the system implementation including what types of training materials are provided, whether or not you provide on-site training and if online assistance is available with your system.

Describe the software support/maintenance programs available and whether or not the maintenance program includes all future software upgrades. Describe the hours of support you provide, where the support center is located, if it is staffed by your own employees or is it a third-party facility. Briefly discuss technical support staffing numbers, staff experience, etc. Describe your service call escalation policy (if any) and what the recommended client staffing requirements are for ongoing support of the proposed solution. Describe your service level agreement, if applicable.

Section 6: Costs
The Village of Tinley Park prefers a firm quote on the full website redesign, development and hosting. Given that statement, we also want to insure a competitive bid from each potential vendor. If your firm prefers to provide a firm quotation covering only certain phases of this type of project, insure that each phase is fully and clearly described and is denoted as a firm or budgetary quotation. At minimum, it is required that each vendor provides a budgetary proposal for the full scope of the work described in this RFQ.

Provide detailed pricing information for the proposed solution. Include list prices and discounted prices. Only include licenses as required for the different roles of users (administrator, view only, etc.). Break pricing down by project phases if appropriate to include: implementation of web site design, training, software support and maintenance, and hourly billing rates for each function that will or could be utilized during the project and/or post “going live”.

SELECTION PROCESS
The Village intends to conduct a comprehensive, fair and impartial evaluation of proposals received in response to this RFQ. All proposals that are properly submitted will be evaluated using the evaluation criteria listed below. All proposals that are properly submitted will be evaluated by the evaluation committee that will make recommendations for the award.

Upon approval by the committee, the Village 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 the Village), then contract discussions will be terminated and contract discussions with the next highest ranking vendor will commence. Negotiations shall continue at the sole option of the Village until a contract is signed and approved or all proposals are rejected and the RFQ is withdrawn. The selection process will involve two steps: written submittals will be evaluated and scored, and then oral interviews will be conducted with the highest-ranking firms.

**SCHEDULE**

<table>
<thead>
<tr>
<th>Task</th>
<th>Completion Date</th>
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<tbody>
<tr>
<td>a) RFP Issuance/Advertisement</td>
<td>November 18, 2016</td>
</tr>
<tr>
<td>b) Deadline for Questions</td>
<td>December 8, 2016</td>
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<tr>
<td>c) RFP Due Date</td>
<td>December 12, 2016</td>
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<tr>
<td>d) Interviews</td>
<td>through January 6, 2017</td>
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<tr>
<td>f) Village Board approval</td>
<td>February 2, 2017</td>
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<tr>
<td>g) Start of Work</td>
<td>February 2017</td>
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By submitting a proposal, the vendor certifies that he or she has carefully examined all the documents for the project and has carefully and thoroughly reviewed this RFP, and understands the nature and scope of the work to be done and the terms and conditions thereof. The vendor further agrees that the performance time specified is a reasonable time.